

## PRESS RELEASE

**PRYSMIAN'S NEW COURSE PRESENTED AT AN EXCLUSIVE EVENT FOR EMPLOYEES**

The new CEO and the new brand platform 'The Planet's Pathways' were celebrated at the event, which featured a spectacular drone-show created in collaboration with Interbrand. Guests included Ernesto Bertarelli, Chairman of Alinghi Red Bull Racing.

**Milan, 29 May 2024** – Prysmian, global cabling solutions provider leading the energy transition and digital transformation, celebrated the new CEO, Massimo Battaini, and the new brand strategy, created together with the brand consultancy Interbrand, through an exclusive emotion-filled event called 'PATHWAYS' for more the 600 employees attending at the headquarter as well as those connected via streaming from all over the world.

The evening event offered an opportunity to connect with the new CEO and saw the participation of special guests, including **Ernesto Bertarelli**, Chairman of Alinghi Red Bull Racing, with which Prysmian has a sponsorship agreement since 2024, and **Francesco Gori**, Chairman of Prysmian's Board of Directors. The event was a journey through Prysmian's new payoff, The Planet's Pathways, that expresses the Group's commitment to seizing the opportunities of sustainable development for the planet and to leading the energy transition and digital transformation by developing increasingly resilient, high-performing, sustainable and innovative products.

At the end of the evening, more than 600 employees at the Milan headquarters experienced an exclusive drone-show created and designed on the theme of the Company's new brand identity and Prysmian's crucial role in the energy transition process for people and the planet.

*"The last few months have been a time of extraordinary change for Prysmian, and for all of us: the new organisation, the recent acquisition of Encore Wire and the Group's new brand identity. This event is an opportunity to celebrate our successes and recent changes, but also to reiterate our commitment to the challenges that lie ahead. We want to contribute to creating a common path that brings tangible solutions to the processes of energy transition, digitalisation and global electrification. This is what Prysmian wants to convey with 'The Planet's Pathways': a path that can be a source of continuous inspiration for our future,"* stated **Massimo Battaini**, Prysmian CEO.

*"Great brands start from within and develop fuelled by the enthusiasm towards a clear ambition and purpose – said **Paolo Insinga**, **Interbrand Executive Creative Director** - The event celebrates the human knowledge and capability that are at the heart of the energy transition and digital transformation. Symbolising the new pathways that will fuel a sustainable way of life for people and planet".*

**Prysmian**

Prysmian is a global cable solutions provider leading the energy transition and digital transformation. By leveraging its wide geographical footprint and extensive product range, its track record of technological leadership and innovation, and a strong customer base, the company is well-placed to capitalise on its leading positions and win in new, growing markets. Prysmian's business strategy perfectly matches key market drivers by developing resilient, high-performing, sustainable and innovative cable solutions in the segments of Transmission, Power Grid, Electrification and Digital Solutions. Prysmian is a public company listed on the Italian Stock Exchange, with almost 150 years of experience, about 30,000 employees, 108 plants and 26 R&D centres in over 50 countries, and sales of over €15 billion in 2023.

[www.prysmian.com](http://www.prysmian.com)

**Interbrand**

Interbrand has been a world leading brand consultancy for over 5 decades – having pioneered iconic work and forged many of the brand building tools that are commonplace across the industry today. In collaboration with the world's leading brands, Interbrand's global team of thinkers and makers are pioneering the future of brand building. By turning customers into active participants, Interbrand helps clients strengthen their brands on an ongoing basis – its approach gives them the confidence to make Iconic Moves that spark desire and create utility, driving extraordinary results. Interbrand is a part of Omnicom's (NYSE:OMC) Brand Consulting Group.

[www.interbrand.com](http://www.interbrand.com)

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